

Abstract

Title: Sport event management: Children Swimming Alliance race

Objectives: Suggestion for management and organization of 4th annual race organized by Children Swimming Alliance, serving as a model for organization.

Methods used: case study, semi-structured interview, informal interview, participant observation, document analysis, SWOT analysis

Results: Proposal of management of Alliance annual race useable as a model for organization of the event. Suggestions and proposals for next years.

Key words: sport event, case study, participant observation, SWOT analysis, Children Swimming Alliance, swimming